

CHARLES T. CRESPY

SUMMARY OF QUALIFICATIONS

Managerial Experience

Dean, College of Business, The University of Texas at El Paso.
Serve on Boards of Directors for the El Paso Chamber of Commerce,
the El Paso Better Business Bureau and the El Paso United Way.
Serve on the State of Texas Border Trade Advisory Committee.

Former Board President of Trans-Miami Health Systems--a \$2.5
million not-for-profit corporation. Chairman of the Marketing
Department of Miami University. Chairman for four conferences of
two international academic organizations. Interim Director of
Graduate Programs in Public Administration at Clark University,
Worcester, MA.

Product Manager for a \$38 million line of canned fruits and
vegetables with Productos Del Monte S.A. de C.V.

Teaching Experience

Four-time nominee for Miami University Effective *Educator*
Award. Recipient of several other teaching awards. Taught Arts and
Sciences classes in Spanish (Introducción a los negocios), Latin
American Studies (Latin American Civilization) and the Miami
University Honors program (Marketing and Society).

Taught eight separate classes in International Business and Marketing,
five at undergraduate level and three at graduate level.

Research Experience

Co-author of two books, an annotated bibliography, one book chapter
and forty-six other journal and proceedings articles. Editor-in-chief of
a special issue of the *Marketing Education Review* as well as three
annual regional proceedings of the Academy of International Business.
Co-recipient of a Cleveland Foundation Grant and recipient of various
other research grants.

International Experience

Consultant to the U.S. Academy for Educational Development,
a U.S.A.I.D. contract agency. Group Product Manager for Productos
Del Monte in Mexico City, Mexico. Conceived and developed study
abroad program in Spain. Taught in Miami University programs in
London, England, Luxembourg and Semmering, Austria. Taught two
years as a school teacher and directed summer school programs at
Academia Cotopaxi in Quito, Ecuador.

EDUCATION

1984

Ph.D. International Management
University of New Mexico

Field Study requirements fulfilled at the
Instituto Tecnológico de Monterrey,

Created *Public Leaders Series*: Recruited and hired prominent political leaders to serve as visiting lecturers/professors (including former governor, Michael Dukakis, and two former Attorneys General).

1988 to 1990

Board President

Trans-Miami Health Systems (formerly Transitional Living Inc.). Developed long range plans and established policy for a \$2.5 million not-for-profit corporation that operates as a psycho-social rehabilitation agency for over 500 mental health patients in southwestern Ohio, employing over 50 professional staff and managing nine "group homes." Supervised and evaluated executive director and served as liaison between corporation and various local, state and federal funding and regulatory agencies.

Served as **Board Treasurer** from 1987 to 1988.

Served as a **Board Member** from 1985 to 1990.

1986 to 1990

Chairman

Academy of International Business, Midwest Region. Initiated and promoted regional activities. Planned annual conferences for academics throughout 17 state region. The Midwest Region served as a model of operation for other regions of the Academy.

Received *Outstanding Service Award* given on the 35th anniversary of the founding of the Academy in 1995.

1981

Product Manager

Del Monte Corporation, Mexico City. Managed line of canned fruit and vegetable products representing \$38 million in annual sales. Forecasted demand, determined pack plans for growers and developed marketing strategies.

1973 & 1975

Director

Cotopaxi Academy, Quito, Ecuador. Planned, promoted, and directed a summer school program for over 100 children ages 6 to 15. Recruited and supervised faculty, developed curriculum and managed finances. Programs turned a profit for this private school both years of operation.

**ACADEMIC POSITION AT UTEP
THE UNIVERSITY OF TEXAS AT EL PASO**

2001 to present

JPMorgan Chase Bank Professor of Business

Academic appointment in the Department of Marketing and Management. Course taught: Management 4398.

ACADEMIC POSITIONS AT MIAMI UNIVERSITY OXFORD, OHIO

1995 to 2001

Professor

Developed two new courses: *Integrative Concepts* (using Alcartm based discounted cash flow model) and *Principios de mercadotecnia*. Teach classes in *International Business*, *Marketing Analysis*, *Marketing Strategy* and *Latin American Civilization*. Represent marketing department on various university level committees.

1987 to 1995

(on leave 1990-91)

Associate Professor

Developed two new courses: *Introducción a los negocios* and a University Honors course on *Marketing and Society*. Taught various graduate and undergraduate classes in both marketing and international business. Served on Master's thesis committees.

Taught classes at Miami campus sites in London, England (1987 and 1988), Luxembourg (1991) and Semmering, Austria (1994).

Awarded Cleveland Foundation Grant for \$56,000 to develop ethics materials for use in higher education--co-grantee.

1982 to 1987

Assistant Professor & Instructor

Taught classes in *Marketing Principles*, *Marketing Analysis*, *International Business*, *Marketing Strategy* and *International Marketing*. Served on comprehensive exam committees for MBA students.

ACADEMIC POSITION AT ACADEMIA COTOPAXI QUITO, ECUADOR

1973 to 1975

Elementary School Teacher

Cotopaxi Academy, Quito, Ecuador. Taught first and second grade in a bi-lingual, non-graded, open classroom setting at a K through 12 school partially funded by the U.S. government (serving a variety of diplomatic personnel).

TEACHING EXPERIENCE

Classroom teaching recognition

- 1) Nominated as *Effective Educator* by Miami University Alumni Association, **1994**.

- 2) Nominated as *Effective Educator* by Miami University Alumni Association, **1991**.
- 3) Nominated as *Effective Educator* by Miami University Alumni Association, **1990**.
- 4) Nominated as *Effective Educator* by Miami University Alumni Association, **1989**.
- 5) Selected for *Outstanding Teaching Award* by Associated Student Government Teaching Award Committee, **1987**.
- 6) Nominated for Beta Gamma Sigma *Distinguished Faculty Award*, **1987** (one of 6 nominees from the entire School of Business faculty of 152).

Courses taught at Miami University

Arts and Sciences courses

- 1) **Introducción a los negocios** (Spanish 299)
- 2) **Latin American Civilization** (University Honors 180 & Latin American Studies 208)
- 3) **Marketing and Society** (University Honors 380)

Business School courses

- 1) **Marketing Principles** (Marketing 291)
Principios de mercadotecnia (Mercadotecnia 291)
- 2) **Marketing Analysis** (Marketing 351)
- 3) **International Business** (Management 371)
- 4) **International Marketing** (Marketing 471)
- 5) **Marketing Strategy** (Marketing 491)
- 6) **Seminar in Intl. Business** (Marketing 619)
- 7) **Seminar in Quant. Methods** (Marketing 651)
- 8) **Integrative Concepts** (Marketing 666)

RESEARCH

Books

- 1) **The Integration of Ethics into the Marketing Curriculum: An Educator's Guide**, Ginn Press, Waltham, Massachusetts, **1991**.
Co-author.

- 2) **Readings in Marketing Ethics**, Ginn Press, Waltham Massachusetts, **1991**. Co-editor.

Chapter in Book

- 3) "Repeal of Japan's Fifty Year Zaibatsu Ban: The Potential Impact Upon Negotiating Leverage within the Supply Chain," **Japanese Distribution Strategy**, M.R. Czinkota and M. Katobe, editors, International Thompson Business Press, New York, **2000**. pp. 283-297. Co-author.

Annotated Bibliography

- 4) **Marketing Ethics: A Selected, Annotated Bibliography of Articles**, The American Marketing Association, Chicago, Illinois, **1993**. Co-author.

Journal Editor (Special Issue)

- 5) **Marketing Education Review, 1999**. Special issue on Innovations in Case teaching. Co-editor.

Proceedings Editor-in-Chief

- 6) **Midwest Review of International Business Research**, Miami University Press, **1989**. Proceedings of Annual Academy of International Business Regional Meeting. Co-editor.
- 7) **Midwest Review of International Business Research**, Miami University Press, **1988**. Proceedings of Annual Academy of International Business Regional Meeting. Co-editor.
- 8) **Midwest Review of International Business Research**, Miami University Press, **1987**. Proceedings of Annual Academy of International Business Regional Meeting. Co-editor.

Journal Articles

- 9) "Change and Growth:Advances in the Use of Cases in Marketing," **Marketing Education Review, 1999**. Volume 9, Number 3: 1-4. Co-author.

- 10) "An Analysis of Strategy Constructs for Excellent Exporters," **International Journal of Commerce and Management, 1998.** Volume 8, Number 3/4: 41-70. Co-author.
- 11) "Integrating Ethics into the Public Administration Curriculum: A Three Step Process," **Journal of Policy Analysis and Management, 1997.** Volume 16, Number 3: 470-483. Co-author.
- 12) "Firm Competitiveness and the Natural Environment," **Competitiveness Review, 1997.** Volume 7, Number 2: 1-15. Co-author.
- 13) "The Role of Moral Obligations to Stakeholders in Ethical Marketing Decision Making," **Journal of Marketing Management, 1996.** Volume 6, Number 2: 34-47. Co-author.
- 14) "Integrating Analytical Methods into Marketing Research Education: Statistical Control Charts as an Example," **Marketing Education Review, 1995.** Volume 5, Number 1: 11-23. Co-author.
- 15) "Learning Hierarchies and the Marketing Curriculum: A Proposal for a Second Course in Marketing," **Journal of Marketing Education, 1995.** Volume 17, Number 2: 20-32. Co-author.
- 16) "Contrasting Export Strategies: A Discriminant Analysis of Excellent Exporters," **The International Trade Journal, 1993.** Volume VIII, Number 3: 321-340. Co-author.
- 17) "The Shaping of the Pharmaceutical Industry in Developing Nations," **Journal of Asian Business, 1993.** Volume IX, Number 1: 13-38. Co-author.
- 18) "Export Benchmarking: Export Practices Associated with Superior Performance," **The Journal of Business and Industrial Marketing, 1993.** Volume VIII, Number 1: 36-44. Co-author.

Journal Articles (continued)

- 19) "Global Marketing: A New Manifest Destiny?" **Mid-American Journal of Business, 1986.** Volume 1, Number 1: 1-6.

- 20) "Global Marketing: The Public Relations Challenge," **The Public Relations Quarterly**, 1986. Volume XXXI, Number 2: 5-9.

Journal Note

- 21) "Leaders in Personal Selling and Sales Management: Peter Fischer," **Journal of Personal Selling and Sales Management**, 1986. Volume VI, no.1: 53-54.

Case Published

- 22) "The Filipino Pharmaceutical Industry: A National Challenge to Multinational Orthodoxy," CIBER Case Collection, **European Case Clearing House**, 2002. 18 pages.

Conference Proceedings

International Conferences

- 23) "Rethinking TNC Social Responsiveness and Competitive Behavior in LDCs: A Research Framework," **Proceedings** of the Sixth Annual Meeting of the International Association of Business and Society. Hilton Head, S.C. 1994. pp. 234-239. Co-author.
- 24) "Implications of MNC Strategies for the Third World," abstracted in **Strategic Renaissance: The Transformation of Economic Enterprise**, Proceedings of the 12th Annual Conference of the Strategic Management Society. London, England. 1992. p. 127. Co-author.
- 25) "Business Strategy Taxonomies: A Critical Assessment of Their Empirical Base and Statistical Derivation," abstracted in **Proceedings** of the Seventh Annual Conference of the Strategic Management Society. Boston, Massachusetts. 1987. p. 127. Co-author.
- 26) "International Business Strategies in a Volatile Environment," abstracted in **The Essence of Strategic Management**, Proceedings of the 5th Annual Conference of the Strategic Management Society. Barcelona, Spain. 1985. pp. 432-433. Co-author.

Conference Proceedings (continued)

National Conferences

- 27) "Internationalizing Generic Business Strategies," Abstracted in the **Proceedings** of the Academy of Management. Vancouver, Canada. **1995**. p. 536. Co-author.
- 28) "Cultural Literacy & Post-NAFTA Negotiating Effectiveness," Latin America in the 21st Century: The Next Ten Years, **Proceedings** of the Ninth Annual Meeting of the Business Association of Latin American Studies. Washington, D.C. **1995**. pp. 445-458. Co-author.
- 29) "The Use of Control Charts in Marketing Research," **Proceedings** of the 153rd Annual Meeting of the American Statistical Association. San Francisco, California. **1993**. Co-author.
- 30) "Environmental Management: An Application of Zeithaml and Zeithaml's Marketing Perspective," American Marketing Association Educators' **Proceedings**. Chicago, Illinois. **1986**. pp. 310-314. Co-author.
- 31) "Toward a Taxonomy of Business Strategies," Developments in Marketing Science **Proceedings** of the Academy of Marketing Science Annual Meeting. Miami, Florida. **1985**. pp. 261-265. Co-author.
- 32) "The Multinational Corporation: A Contingency Model that Links Environment, Context, Structure and Performance," abstracted in the **Proceedings** of the Academy of Management. San Diego, California. **1981**. p. 425. Co-author.
- 33) "Centralization: A Performance Based Appraisal," Managing in a Global Economy, **Proceedings** of the Fourth International Conference of the Eastern Academy of Management. Nice, France. **1991**. pp. 178-181. Co-author.
- 34) "Frameworks for Ethical Decision Making: Tools for the Practicing Manager," **Proceedings** of the Conference on Institutionalizing Organizational Ethics Programs: Contemporary Perspectives. Dayton, Ohio. **1991**. pp. 76-88. Co-author.

Conference Proceedings (continued)

Regional Conferences

- 35) "A Proposal for Curriculum Change in Marketing," Strategic Issues in a Dynamic Marketing Environment, **Proceedings** of the Southern Marketing Association. Orlando, Florida. **1988**. pp. 353-356. Co-author.
- 36) "The Shaping of the Mexican Pharmaceutical Industry," **Proceedings** of Business Regulation and its Impact on the World Economy, Special Conference, Champaign-Urbana, Illinois. **1988**. pp. 224-234. Co-author.
- 37) "Environmental Turbulence, Centralization and Performance," **Proceedings** of the Rocky Mountain Council on Latin American Studies. Santa Fe, NM. **1987**. pp. 41-50. Co-author.
- 38) "The Signs in Mexico Are Pointing in Which Direction?" **Proceedings** of the Rocky Mountain Council on Latin American Studies. Santa Fe, NM. **1987**. Co-author.
- 39) "A Methodology for Evaluating the Impact of Political Risk," **Proceedings** of the Rocky Mountain Council on Latin American Studies. Park City, Utah. **1984**. pp.226-236. Co-author.
- 40) "Strategic Response to Crisis: Multinational Corporate Behavior in Mexico in 1982," **Proceedings** of the Rocky Mountain Council on Latin American Studies. Tucson, AZ. pp. 61-70. **1983**. Co-author.
- 41) "An Objective Look at SFAS #8" **Proceedings** of Southwaest American Accounting Association. New Orleans, LA. pp.333-340. **1981**. Co-author.
- 42) "An In quiry into Multinational Corporate Invest,ment Behavior in Latin America" **Proceedings** of the Rocky Mountain Council on Latin American Studies. Santa Fe, NM. pp. 109-112. **1980**.

Professional Conference Presentations

(Not previously listed as a proceedings publication)

International Conferences

- 43) Consejo Latinoamericano de Escuelas de Administración/BALAS Joint Meeting . Buenos Aires, Argentina. "On the Applicability of Western Generic Business Strategies..." **1989**. Co-author.
- 44) Academy of International Business Annual Meeting, Singapore. "A Review of International Business Strategy Taxonomies." **1989**. Co-author.
- 45) Academy of International Business (United Kingdom Region), Bath, England. "An Empirical Test of Foreign Direct Investment Theories: Lessons from the Mexican Economic Crisis of the 1980s." **1988**. Co-author.
- 46) Academy of International Business Annual Meeting in Chicago, Illinois. "FASB #52 and Accounting for Foreign Currency Translation Gains and Losses." **1987**. Co-author.
- 47) Academy of International Business Annual Meeting in Chicago, Illinois. "A Performance Based Appraisal of Centralization in U.S. MNCs." **1987**. Co-author.
- 48) Academy of International Business Annual Meeting, Chicago, Illinois. "Advertising Strategies by Foreign Banks in the U.S.: Themes, Patterns and Changes." **1987**. Co-author.
- 49) Academy of International Business Annual Meeting in San Francisco, California. "A Taxonomy of Business Strategies for Multinational Corporations in a Catastrophic Environment." **1983**. Co-author.
- 50) Academy of International Business Annual Meeting in Montreal, Canada. "An Empirical Review of Foreign Direct Investment Behavior." **1981**. Co-author.

SELECTED SERVICE TO THE COMMUNITY

2001 to present

Board of Directors, United Way of El Paso

Serve on Allocations Committee which makes recommendations to United Way Board concerning funding allocations to United Way Agencies within the greater El Paso area.

2001 to present

Board of Directors, Greater El Paso Chamber of Commerce

Serve on Economic Development Committee which makes recommendations to Chamber concerning initiatives to spur growth and development within the greater El Paso area.

2001 to present

Member, Texas Border Trade Advisory Commission

Make recommendations to State legislature and relevant State agencies regarding efforts to foment border trade.

2002 to present

Board of Directors, El Paso Better Business Bureau

Serve the Bureau in its efforts to strengthen the ethical norms for businesses operating in the greater El Paso area.

2002 to present

El Paso-Cuidad Chihuahua Sister City Commission

Serve the City of El Paso in its efforts to strengthen the ties with our sister city to the south, Chihuahua, Chihuahua.

1988 to 1990

Board President

Trans-Miami Health Systems (formerly Transitional Living Inc.). Developed long range plans and established policy for a \$2.5 million not-for-profit corporation that operates as a psycho-social rehabilitation agency for over 500 mental health patients in southwestern Ohio, employing over 50 professional staff and managing nine "group homes." Supervised and evaluated executive director and served as liaison between corporation and various local, state and federal funding and regulatory agencies.

1987 to 1988

Board Treasurer

Trans-Miami Health Systems

1985 to 1990

Board Member

Trans-Miami Health Systems

1983 to 1985

Chair, Mission Education and Support Committee

Immanuel Lutheran Church, Hamilton, Ohio.

SELECTED SERVICE TO THE PROFESSION

1986-1990

Chairman

Academy of International Business, Midwest Region. Initiated and promoted all regional activities. Served as area representative and resource person for the Academy. Planned and organized 1987, 1988 and 1989 annual conferences for over 100 academics throughout 17 state region. Issued calls for papers. Managed blind review process (average acceptance rate 60%). Made final manuscript decisions and edited *Proceedings*.

1986

Program Chairman

Annual Conference of Business Association for Latin American Studies held in Estes Park, Colorado. Planned three day conference. Managed review/selection of speakers and papers.

1983 to present

Professional Meeting Participation

Session Chair for numerous conferences.
Discussant for numerous conferences.

1997 to present

Editorial Review Board

International Journal of Commerce and Management

1983 to present

Occasional Reviewer

Academy of International Business Annual Conference
American Marketing Association Educators' Conference
Academy of Marketing Science Annual Conference
Business Association for Latin American Studies Conference
Consejo Latinoamericano de Escuelas de Administración
Mid-American Journal of Business
Southern Marketing Association Annual Conference

SELECTED SERVICE TO UNIVERSITY

